CLALLAM TRANSIT SYSTEM

STRATEGIC GOALS
FOR THE NEXT THREE-FIVE YEARS (2012-2015)
Revised December 2013

1. **Maintain and enhance contributions to the quality of life in Clallam County.**
   a. Continue evaluating ways to reduce environmental impact while also addressing economic feasibility issues.
   b. Foster cooperation, planning, and sharing with other governmental agencies and community partners.
   c. Support the Employees' Association outreach for employees, their families and community, promoting wellness and Clallam Transit System's vision and values.

2. **Focus on improving the efficiency, effectiveness, and economy of transit services.**
   a. Initiate the CTS Comprehensive Plan for 2015 involving consultants and service committees and focus groups.
   b. Optimize efficient coordination between paratransit and dial-a-ride services.
   c. Make sustainable decisions for alternative powered vehicles throughout the system.
   d. Evaluate emerging technology for transit safety and customer service utilizing staff input in the evaluation process.
   e. Annually update the capital asset acquisition/replacement plan for projected service needs with the optimal vehicle.

3. **Prepare for changing ridership levels.**
   a. Evaluate CTS's marketing approaches with limited staff and budget; increase community presence.
   b. Seek consistent branding and weblink opportunities; implement as appropriate.
   c. Enhance the bicycle-transit connection experience and anticipate increased bicycle ridership in the community.

4. **Continue focus on staff development, as individuals and as a group:**
   a. Stabilize the staffing plan which addresses attrition and changes in levels of service.
   b. Continue cross-training and implement more administrative duty cross-overs.
   c. Emphasize utilization of the wellness and smoking cessations program and link to medical costs.

d. Provide on-going training and evaluation for all staff; incorporate and train with technology for safety, on-time performance, reliability, and fuel consumption.

VALUES

As adopted March 2012

As an organization and as individual employees we care about the quality of life in Clallam County, which we promote and enhance by:

A. Providing a high level of courtesy and professionalism through safe, accessible, reliable, interconnected, and attractive countywide public transportation services.

B. Ensuring an efficient and effective delivery of services through a conservative approach to managing our resources and budgeting for the future.

C. Valuing our employees and our work culture through careful selection, good benefits, fair treatment, and on-going training.

D. Continuing a positive relationship with the employee labor union in working together to advance the system service goals and provide good working conditions.

E. Meeting the county's changing public transportation needs by adding new services when we can sustain them for the foreseeable future.

F. Maintaining a high level of communication and coordination between CTS and the public, Board and management, and management and staff.

As adopted March 2012

VISION STATEMENT

To enhance the quality of life in Clallam County by excelling in the efficient and effective provision of safe, accessible, reliable, interconnected, and attractive countywide public transportation services by courteous and professional employees.

As adopted March 2012

MISSION STATEMENT

It is the mission of the Clallam Transit System to provide safe, reliable, interconnected, courteous, comfortable, effective, and efficient transportation service at a reasonable and equitable cost to both taxpayers and transit passengers.